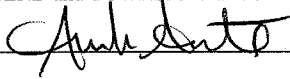


May 20, 2009

TOWNSEND and TOWNSEND and CREW LLP

By



PATENT
Attorney Docket No.: 026014-002300US
Client Ref. No.: REG00559 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathan Blake Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No.: 2699

Examiner: Yehdega RETTA

Art Unit: 3622

SUBMISSION OF REPLACEMENT
SHEETS

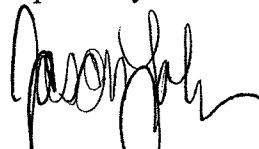
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant respectfully submits formal replacement drawings consisting of Figs. 1-11 to be made of record in the above-referenced application. These drawings replaces those filed with the application. No new matter has been added.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 925-472-5000.

Respectfully submitted,



Jason D. Lohr
Reg. No. 48,163

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